GOVERNMENT OF INDIA
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
LOK SABHA

UNSTARRED QUESTION NO:249
ANSWERED ON:01.12.2015
Consumer Campaigns
Thakur Shri Anurag Singh

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

(a) whether there has been a decrease in the amount spent and number of campaigns undertaken for consumer awareness during the recent years and if so, the reasons therefor;

(b) if not, the details of the amount spent, media and State-wise;

(c) the number of complaints received and those resolved by the National Consumer Helpline, during the last three years, State-wise; and

(d) the reasons for failure to resolve all the complaints?

Answer

THE MINISTER FOR
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI RAM VILAS PASWAN)

(a) & (b) : No Madam, The expenditure incurred on consumer awareness campaign during the last 3 years as mentioned in the table below indicates an increase in the amount spent by Department of Consumer Affairs towards consumer awareness:

S. No. Year Expenditure (in crores)
1 2012-13 66.46
2 2013-14 68.07
3 2014-15 76.42 (Provisional)

The "Jago Grahak Jago" Consumer Awareness Campaign has been carried out on all india basis through various media like Newspapers, Magazines, All India Radio, Doordarshan, C&S Channel, Community Radio, Website, SMS, Digital Cinema, Pvt. FM Channel, Interactive Railway Enquiry Service, Bus Panel, Bus Queue Shelter, Display Board at Railway Stations/ Metro etc.

(c) : The details of number of complaints received, resolved by the National Consumer Helpline, during the last three years, State-wise at Annexure.

(d) : National Consumer Helpline is mandated to advise, guide and provide information to consumers via telephone, so that the consumer can follow the guidance given and take the necessary steps in getting his complaint resolved. However, for those companies who volunteer to partner with NCH under the Convergence initiative, in addition to guiding the complainant, NCH escalates the complaints to them, and they address/redress these complaints as per their own internal grievance handling system. There are 200 companies in the convergence initiative.

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